

## **Lead Poisoning Prevention Fund Advisory Board Meeting**

**May 21, 2010**

**Location Maine Health Access Foundation**

**150 Capital St. Suite 4 Augusta, Maine 04330**

Attendees: Joe Robinson, Eric Frohmberg, Karyn Butts, Andy Smith, Syd Sewall, Carole Cifrino, Barbara Leonard, Maureen Brown, MaryAnn Amrich, Peter Doran; Absent: Meredith Tipton, Gail Lombardi

### **Evaluation Updates (CGR)**

After reviewing and incorporating comments from the LPPF Advisory Board and other partners a preliminary final document is being drafted. There have been suggestions of adding clear time-frames for objectives including language that indicates where the measure stands now and the desired progress. CRG has presented the Evaluation Plan via webinar to the Community Partners and LEAd-ME Advisory Council.

Due to two consecutive years of significant decreases in LPPF's paint fee revenues, the program cannot support CGR's services for an additional year. CGR will be notified soon.

### **Community Grants Update**

#### **COMMUNITY PARTNERS:**

All twenty-seven FY11 Community Agreements are being processed. In total LPPF is providing \$316,250 in funding to our Community Partners.

We held a second Sharing Summit with our High Density and District (including 2<sup>nd</sup> Tier) Community Partners in Augusta on March 31<sup>st</sup>. Thirty (30) attended and participated in the Round Table Discussion. We heard how the partners are accomplishing their program objectives (or the challenges to do so) and all the inventive things that they are engaged in that go beyond the prescriptive scope of the contract requirements.

The LPPF and its partners are interested in capitalizing on home visits by various organizations. (Local Health Officers, Head Start, Catholic Charities, Advocacy for Children, United Somali Women, Section 8, weatherization, Home Inspectors, etc.) These groups are in the homes and have a golden opportunity to identify possible hazards and provide educational material. LPPF is providing direction and training to these groups on the signs of lead and lead exposure in buildings, specifically where children are. To be aware and to recognize potential health problems, to know enough about the issue so that they can then make contact with the appropriate persons or agency for follow up.

#### **WEBINARS:**

1. **"Lead Poisoning Prevention and the Healthy Homes Model"** Tuesday March 30, 2010 from 11:00 AM – 12 noon. ~ 30 Attendees
2. **"LPPF Evaluation Plan: Data Sources & Reporting Needs"** Tuesday April 27, 2010 from 11:00 AM – 12 noon. ~ 25 Attendees
3. **"Thinking About Lead During a Home Visit"** Tuesday May 25, 2010 from 11:00 AM – 12 noon.

#### **LEAD-SAFE TRAININGS (DEP):**

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We are working with DEP to fund a 2<sup>nd</sup> year of RRP training (through Vouchers) for Landlords at a ~**600 Landlords**.

Rick Reibstein gave a talk to Landlords and contractors about the RRP training at the Bangor Public Library on April 15<sup>th</sup>, and in South Portland on April 21<sup>st</sup>. He is settling up a date for a Sanford presentation.

### Lead Dust Testing Update

#### **BROCHURES:**

In October 2009, the first mailing of the LPPF Brochure (without LDT) was sent to **20,500 families** around the State (excluding the 5 High Density Areas). As of today **150 postcards** were returned for a response-rate of **0.7%**. Each District LPPF Community Partner received copies of the brochure to disseminate in their area. Starting In February 2010, Brochures were being sent out to OB-GYN offices around the state. The Toxicology program already has an organized mailing schedule of fish advisories that will now include the LPPF Brochure. This brochure is now also being offered for display at MaineCare regional offices.

#### ***With LDT Offer***

In November 2009, **3,850 Brochures** with the offer of a free LDT were sent out to parents in the Portland (including Westbrook & South Portland), Sanford, and Saco & Biddeford areas. From the November mailing, as of today **163 postcards** were returned for a response rate of **4.2%**. Of those returned **155 requested a LDT kit**. Of these **23 kits** have been returned and analyzed. Of these 4 have been found to have high/unsafe levels, 2 with moderate results and the remaining indicating little or no lead dust issue. The Lead Program has taken over the tasks of mailing the results back to the parents with the appropriate information. Two follow-up postcards have been sent to those that received a kit but have not returned them for analysis.

It was determined from this Beta-Test that a **4.2%** return rate was manageable enough for the LPPF to handle a State-wide mailing. Therefore a mailing of brochures with the LDT offer to all parents of 1 and 2 year olds has begun in a phased method. The mailings are being done in batches of ~**5,000** every two weeks beginning in May and the ending in late June. In addition to the direct mailing LPPF Community Partners will disseminate the Brochures with the offered free LDT kits through their local contacts.

There have been **96** postcards returned within two weeks of the first batch mailing (**5,000**), for a response rate of **1.9%**. The second batch was mailed on May 14<sup>th</sup>.

To-date the combine total request for all Tip Sheets from both Brochures is - **982**

- Other Sources of Lead - **255**
- Having My Home Inspected for Lead - **214**
- Don't Spread Lead (Lead-Safe Renovation) - **205**
- Testing My Child for Lead - **211**
- Don't Take Lead Home - **97**

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A third type of Lead Dust Testing is being offered to parents of children with EBLs between 10-14ug/dl. These “**B**” cases do not prompt a mandated CLPPP Environmental Investigation. The CLPPP Environmental Coordinator offers the kits and provides guidance on how and where to test. The LDT can be a very useful tool to assist the parents in identifying and locating the lead source and hopefully mitigating the hazard and reduce the chances of further exposure and increased ELBs in their children.

### UNIT LEAD DUST TESTING

Sanford’s approach to Lead Dust Testing (LDT) in rental units (Section 8) is accelerating. They expect to test 100 units by July. Four Lead Dust Sampling Technician training are scheduled in late May and June. Other HDAs are recruiting individuals to attend these classes. In particular there is a push to have non-English speaking (Somali) persons trained in Portland and LA.

Rental Units LDT To-Date: **149**

Bangor – **27**

Lewiston/Auburn – **22** (13/8)

Portland/South Portland/Westbrook) – **29** (24/2/3)

Saco/Biddeford – **39** (1/38)

Sanford -**32**

## Communications Strategy Update, Posters, Web Site, New Materials Development, Press Event

### Hardware Poster

#### Testing

The next phase of testing will be a pilot campaign where LPPF will work with its local community partner in the Central Public Health District to place the poster and brochure in approximately 10 retail locations that sell paint removal supplies. LPPF will conduct a process and outcomes evaluation of the pilot campaign to determine best methods for distribution or changes to the campaign to increase effectiveness.

#### Distribution

LPPF has compiled a list of approximately 350 stores throughout the state that sell paint or paint removal supplies. Most of the stores can be grouped into the categories of 1) paint retailers, 2) hardware stores, or 3) big box stores that carry either paint or paint removal supplies. Examples of each kind of these stores are 1) Sherwin Williams, 2) Aubuchon Hardware, and 3) Walmart.

For statewide distribution, LPPF will work with community partners to distribute the posters. LPPF will segment the list of stores according to their location and provide the community partners with the corresponding number of posters and brochures. In addition, each partner will receive instructions and talking points to use as they distribute the poster. Finally, LPPF will rely on partners to make sure stores remain stocked with posters and brochures and help evaluate the campaign.

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LPPF will run the campaign statewide for an initial period of one year, not including the initial pilot phase. LPPF will plan to begin the statewide campaign in August 2010. Running the program for one year will allow us to reach target audiences in the spring home renovation/cleaning season of 2011. After the initial period of one year, LPPF will report on the effectiveness of the campaign and determine the value of continuing the campaign.

### **PRESS RELEASE:**

#### **DATE: July 20, 2010 (July 27 back-up)**

Last fall due to H1N1 the Press Event that was scheduled during Lead Poisoning Prevention Week was postponed. The LPPF is hoping to reschedule the event in July (20<sup>th</sup> or 27<sup>th</sup>). These dates will coincide with the beginning of the new community partners' contract year, the statewide LDT brochure mailing to parents of 1 and 2 year olds and the beginning of the hardware store poster campaign. In addition, summer tends to be a slower season for major news, and hopefully by this time news about RRP will have died down enough to increase the chances of outlets picking up LPPF's story. If RRP is still making local headlines, the launch event is an opportunity to re-direct the discussion to prevention efforts. The backup date of July 20, has been set aside in case a major news event occurs around the proposed launch date that looks like it will dominate the week's news. The proposed launch event will provide the LPPF with earned media to coincide with outreach efforts. The objective of the launch is to deliver the prevention messages to the LPPF's target audiences through mass media channels.

### **Lead Data Update**

New lead data has been uploaded onto the EPHT data portal. The next meeting will discuss the data and what it shows. We have also been coordinating with MaineCare very well and have MaineCare specific screening rates. The data is not surprising in that it matches the statewide screening rates (but higher) and follow the same trend (flat). However, it gives us a baseline from which to measure changes. Data analysis also shows an increase in blood lead poisoning rates in Lewiston vs. the rest of the state and the proportion of those poisoned who appear to be of African descent is increasing as well. For that reason CLPPP is planning on a Somali Summit to bring together stakeholders to address changes in outreach, case management and surveillance to reverse that trend.

### **LPPF Budget**

Paint revenues will down for the 2<sup>nd</sup> straight year. At its present spending rate the LPPF will exhaust its reserve funding by the end of the FY12. The Advisory Board will visit the need to curtail spending next spring after the paint revenues are known. LPPF will develop several contingency budgets in preparation of various funding levels. The LPPF Advisory Board approved the FY11 budget as presented.

### **Next Steps**

Next Meeting Dates

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A meeting e-mail (doodle) will be sent out over the summer to choose meeting dates in the fall, winter and spring. Data and evaluation will be the main topic for the next meeting.